

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

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SUGGESTED PLANS FOR NATIONAL CANCER WEEK November 12-18, 1922

Announcement of the "Cancer Week" was made in the May number of "Campaign Notes." In this issue it is planned to indicate the scope of the campaign and to outline the more important methods successfully applied last year and in various parts of the country since then. Additional copies of the "Notes" are available for members of cancer committees or any others who may desire them and more specific organization or program suggestions may be had on request.

It has been repeatedly said that the success of the "National Cancer Week" of 1921 was due to the fact that the program was simple and that too much was not attempted. On the other hand, some of our committee chairmen have said that when they received the announcement and plans last July, they felt that Hercules' exploits were as nothing compared to what they were called upon to do. When confronted with such a dilemma, we always turn to Dr. Powers for advice. Why? Because he has been a surgeon of the widest experience and knows the surgical point of view and what can be reasonably expected. Also he has for years led a successful cancer fight in Colorado,—a campaign which was successfully and effectively prosecuted even while he was actively engaged in his practice.

This Spring he strongly advised that the program submitted to the Committees be cut to the irreducible minimum. The three prime essentials, the accomplishment of which he advocated all committees should strive for, were:

1. Written articles.
2. Motion picture theatres.
3. Scientific meetings and public lectures.

Afterward other activities might be added where conditions are favorable.

This appears simple and well designed to reach enormous numbers of people. Many persons are interested enough in cancer for personal reasons to attend special meetings. Many others who could not be prevailed upon to listen to a talk will read about the subject; and still other thousands can be reached with the Society's message through the movies.

The Program of Activities

With these few introductory remarks and statement of the circumscribed scope of the

campaign, an expansion of this general program into a more detailed presentation of what would be involved in undertaking these three lines of activity seems desirable.

1. Written Articles.

Everybody knows the power of the printed page. So impressed is the Executive Committee with the educational value of expertly prepared and accurately placed news articles that Mr. Van Ness Harwood, the newspaper man who conducted the Society's publicity last year, has again been employed. A press sheet containing over a dozen short cancer articles will be sent regularly to all the principal newspapers in the United States and Canada. These will, of course, be general articles, and will not take the place of the news articles provided local papers and periodicals by state and local committees. Ask the State Health Department or City Department of Health to take over this publicity for you. Most of them will be glad to contribute this service to the campaign, as was done in many places last year, if they are equipped to do so. Registrars of Vital Statistics will often provide local cancer mortality figures which are far more interesting to your readers than are general statistics.

The obvious channels to be used for written articles are:—

(a) Medical and Surgical Journals.

Dr. Henry D. Jump, State Chairman for Pennsylvania has already sent an announcement of his plans to the editor of the State Journal and a reading notice to be carried in the Bulletin of each County Society. So has Dr. Powers in Colorado. Many State Journals carried cancer symposiums last Fall.

(b) *Newspapers.*

News articles with reference to the local campaign should be prepared by publicity committees from the activities of each cancer committee.

(c) *Other Periodicals.*

Fraternal Societies and lodge organs, religious publications, health department bulletins, trade journals and bulletins issued by Chambers of Commerce, churches, labor organizations, welfare societies and any others printed for local distribution. (Cancer articles have been requested from at least a dozen monthly and weekly magazines following a letter sent out from the office. These articles are being written by members of the Advisory Council.)

In this connection placards and posters for display in public buildings, stores, street cars and similar places should be carefully and accurately prepared. That made by the Colorado Committee for Denver Street Railways last year (See Campaign Notes November, 1921) is an excellent example. The Office has sent to State and Provincial Chairmen a few large posters. Another (16" x 22") may be secured from the Society or direct from the National Safety Council, 168 North Michigan Avenue, Chicago, Illinois, at 5 cents each, in lots of one hundred.

2. **Motion Picture Theatres.**

While many houses of this kind cooperated in the heartiest manner last year, Dr. Reuben Peterson in Michigan secured the most uniform assistance from all the theatres in that State through the personal interest of Mr. Henderson M. Richey, Manager of the Michigan Motion Picture Theatre Owners Association. An effort should be made to enlist the aid of all such State Associations for any one or all of the following activities:

(a) *Showing of Lantern Slides.*

These two slides were prepared and financed through the efforts of Mrs. Samuel Adams Clark for the "Cancer Week" in New York City last Fall. They may be purchased from the Society on glass for 16c each, on mica for 8c each.

A MESSAGE OF HOPE

CANCER is a curable disease.

CANCER is neither contagious nor hereditary. Yearly 90,000 people (1 in 10 over 40 years old) die of this disease in this country. Many of these victims could have been cured had they gone to a reputable doctor **immediately**. "Immediately" means as soon as symptoms are noticed.

Shown for the

American Society for the Control of Cancer.

A Benevolent Organization.

370 Seventh Avenue, New York City.

**Danger Signals That May Mean
CANCER**

ANY LUMP, especially in the breast.
Any IRREGULAR BLEEDING OR DISCHARGE.

ANY SORE that does not heal—particularly about the tongue, mouth or lips.

PERSISTENT INDIGESTION with loss of weight.

GO IMMEDIATELY to a Hospital, or a reputable physician and insist upon a THOROUGH EXAMINATION.

(Don't be ashamed to talk about Cancer.)

(b) *Four-Minute Talks.*

These short, pithy talks, delivered by good medical lecturers are wonderfully effective. In Detroit last year such talks were given in 150 theatres.

(c) *Distribution of Cancer Leaflets.*

This, too, is a valuable means of reaching these audiences, especially if the other methods are not employed. Particularly recommended at the matinees which are attended largely by adult women.

(d) *The Cancer Film.*

The Society's film, "The Reward of Courage," is being widely used in many picture theatres. If one or more of these films is not available in your State, bring the matter to the attention of your State Department of Health, which will usually be glad to purchase it. (\$85.00 f. o. b. N. Y.)

3. **Scientific and Public Lectures**

(a) *Scientific and quasi-scientific meetings.*

1. State, county and local medical societies and academies of medicine should be asked to hold a symposium on cancer at their November meetings. These papers should, if possible, be printed in the organization Journal.
2. The Deans of Medical Schools, Professors of Pathology, of Public Health and Hygiene, of Pharmacy, etc., Presidents of Colleges, and Superintendents of Normal and Preparatory Schools will usually be glad to arrange a suitable lecture for their students.
3. Nurses' organizations of all kinds should be asked to carry the subject on their programs; and nurses in training should have a carefully prepared series of lectures delivered by a member of the hospital staff.

(b) *Popular Lectures.*

1. *Churches.* Protestant, Catholic and Hebrew.

(a) A special five minute letter is being prepared by Dr. Frank Billings of Chicago for such readings. Each member of the Society should use his best endeavors to have this excellent letter read in his church Saturday, November 11, or Sunday, November 12. These arrangements should be made early and your State Chairman, to whom these letters will be sent, notified by the local chairman as to how many he will want.

2. *Women's Clubs.*

A most important group. Mrs. Walter McNab Miller, Chairman of the Public

Health Committee of the General Federation of Women's Clubs again offers full cooperation. Ask the President and Health Chairman of your local clubs to arrange for a cancer lecture. Space forbids the naming of the host of live and interested women's clubs. They exist in every community. The local committee should provide lectures or reading letters for as many as possible.

3. *Fraternal Orders and Lodges.*

This is a most interested and valuable channel through which to disseminate cancer information as was shown by the wonderful cooperation received by the State Board of Health of Wisconsin, which conducted the publicity work for that State Committee last year. A medical member of the Order will usually deliver the lecture and articles should be carried in the publications of the lodges. The great sectarian orders are most helpful as witness the work of the Knights of Columbus which last year had Dr. Keen's letter read in all its lodges.

4. *Civic Clubs.*

The Rotary and Kiwanis, while the largest, are not the only clubs of active professional and businessmen interested in community, civic problems of all kinds. Their fullest cooperation should be sought. Not only will they hold lectures for their own members, but will often assist in arranging others and in organizing the campaign. In Washington such clubs are taking a keen interest and are to finance their whole "Cancer Week."

5. *Chambers of Commerce.*

Do not overlook these powerful bodies. Most of them have a health committee which will be glad to put a cancer lecture on its program. These groups will often take an active part in promoting the "Cancer Week," as was done in Camden, New Jersey, last year, when the whole campaign was launched under the auspices of the Chamber of Commerce.

6. *Labor Unions and Trades Councils.*

These organizations are always ready to hear a lecture on cancer, by a **live talker**. Do not send any other kind, for he won't enjoy himself. Much good work was done with labor groups last year, both in New York City and in Wisconsin.

7. *Radio Talks.*

This is a new method of reaching audiences and individuals with the spoken word and the Society has the distinction of being first to use it for public health when Dr. Powers delivered his cancer lecture in Denver last Fall. Many articles and speeches prepared for other occasions are suitable for radio purposes when abstracted. Dr. William I. Dean, of Rochester, New York, is planning to do this with a lecture given by him before the Rotary Club in June.

to focus interest in the cancer campaign in Pennsylvania by Dr. Wainwright, are an excellent means of educating both the profession and the public. The principal methods employed for such clinics or "cancer days" are as follows:—

(a) Appoint a Committee on Arrangements from the various medical societies and groups and hospital authorities in the vicinity.

(b) Announce the "cancer day" to every medical man in the district (and to the newspapers) and urge them to bring or send any patient upon which they may desire assistance as to diagnosis or treatment.

(c) Have the clinics conducted and patients demonstrated by prominent and well-qualified out-of-town medical men, if possible.

(d) Arrange a mass meeting in the evening where the visiting physicians, local nurses and public may have the advantage of hearing the cancer problem discussed by these same cancer authorities and the work of the Society presented by the local chairman or somebody else familiar with it. The "Cancer Week" may also be made the opportunity for interesting the hospitals in establishing permanent cancer clinic hours where patients may come for examination and advice, as is now done at the Columbus Cancer Clinic started by Dr. Andre Crotti, Chairman for Ohio, during last "Cancer Week."

2. *Cancer Circulars.*

The Society will provide two circulars for general distribution. One allotment (red and black circular), entitled "Danger Signals That May Mean Cancer," has already gone out to the State Chairmen. More will be available. Additional quantities may be had at 75 cents per thousand. The other, entitled "Vital Facts About Cancer," will also be provided in liberal amounts and additional quantities may be had at \$1.00 per thousand. The Metropolitan Life Insurance Company has just submitted a new cancer circular for the Society's endorsement. Ask the old line companies with home offices in your district to prepare a leaflet for their policyholders or to reprint and send out one of the Society's circulars.

3. The Organization suggestions contained on the back cover of this bulletin have been found useful, and we have been asked to print them in this way so that all committees may have them. It is, of course, only suggestive and the "sub-committees" making up the "local committee" will vary in accordance with the "cooperating agencies" existing in any community. The complete scheme of organization from which this chart was made may be had upon request.

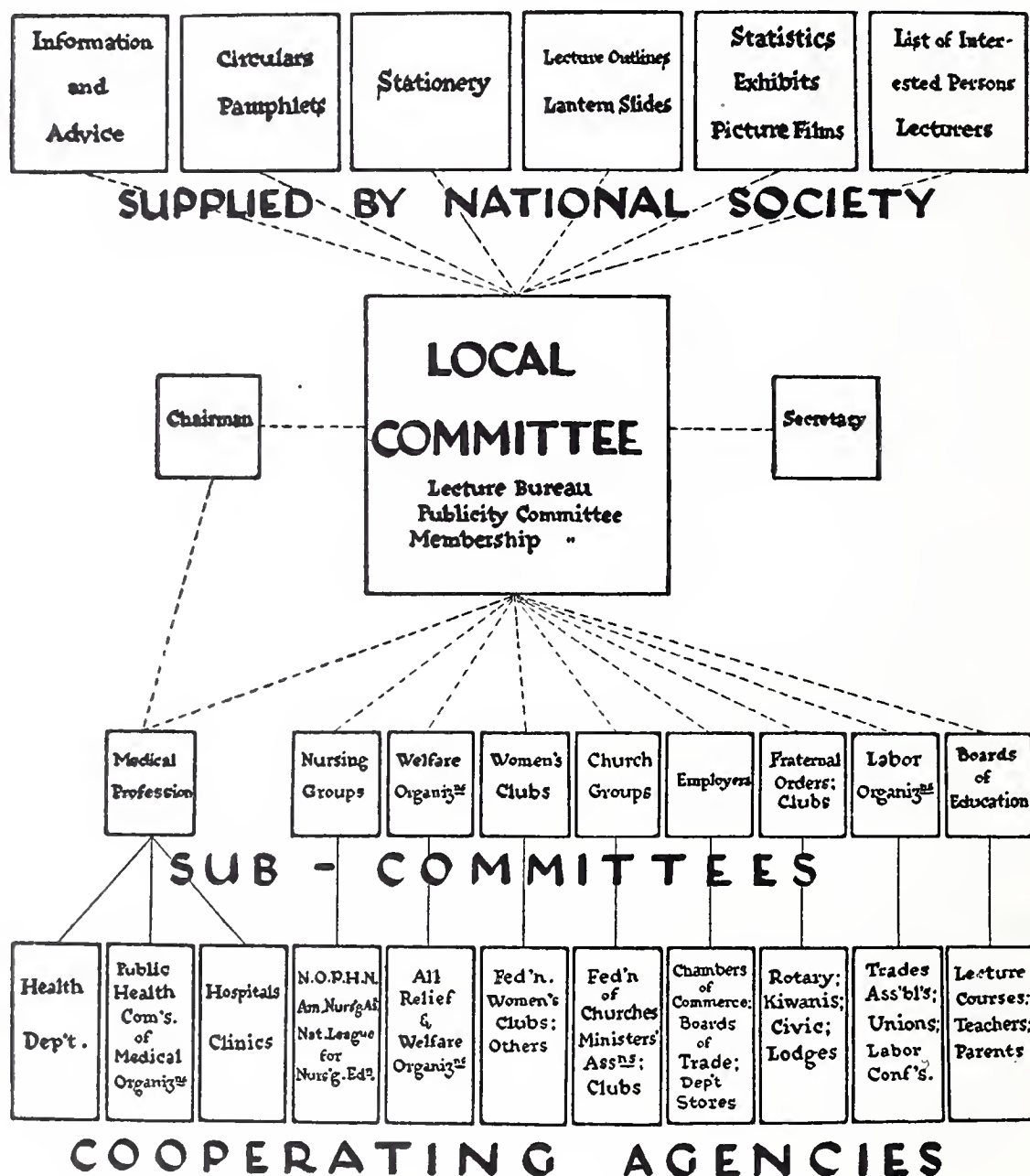
Supplementary Notes

1. *Demonstration and Diagnostic Clinics.*

These non-operative clinics used so successfully as a rallying point around which

ORGANIZATION OF A CANCER COMMITTEE

(SUGGESTED SCHEME)



In this plan of organization, the Central Committee is to be thought of as a group of men and women each of whom is chairman of the sub-committees appointed by him or her to carry on the educational work with a particular group or class of persons. In this way an equitable division of labor is attained. The Chairman of the Committee will be a physician; the Secretary has usually been an interested woman. The success of the Committee's work, where this plan is followed, is conditioned by the energy, tact and resourcefulness of the chairmen of the various sub-committees.